

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: MARGIOFF et al.

Application No.: 10/767,242

Filing Date: 1/29/2004

For: SYSTEMS AND METHODS FOR
SELECTING ADVERTISEMENTS
TO BE PROVIDED TO USERS VIA
A COMMUNICATION NETWORK

) Confirmation No.: 4775
)

) Group Art Unit: 4194
)

) Examiner: Maria Victoria Vanderhorst
)

) **AMENDMENT and RESPONSE** to March
) 21, 2008 Non-Final Office Action
)

) Docket No.: E03.003/U
)

) **PTO Customer Number 28062**
) Buckley, Maschoff & Talwalkar LLC
) 50 Locust Avenue
) New Canaan, CT 06840
)

Mail Stop Amendment (via EFS)
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Non-Final Office Action mailed March 21, 2008, please amend the above-identified application as follows:

Amendments to the claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks begin on page 7 of this paper.